

CHEMIST & DRUGGIST

July 19 1980

a Benn publication

The same
unit price
for generics
and brands?

NPA wins
inquiry into
VAT delay

Opening a
cosmetics
account



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CHEMIST & DRUGGIST

Incorporating Retail Chemist

July 19 1980

Volume 214 No. 5226
121st year of publication
ISSN 0009-3033

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Published Saturdays
by Benn Publications Ltd
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EC4A 3JA
Telephone: 01-353 3212
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EC4A 3JA
Telephone: 01-353 3212 Telex 27844
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125 High Street, Colliers Wood
London SW19 2JN
Telephone: 01-542 8575
Subscription:
Home £33 per annum
Overseas & Eire £40 per annum
including postage
70 pence per copy (postage extra)

ABC Member of the Audit
Bureau of Circulations

Regional advertisement offices
Midlands: 240-244 Stratford Road
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COMMENT

Steps to where?

Retail pharmacists will be relieved to learn this week (p77) the Department of Health is not only aware of the problems caused by wholesaler notional pricing on "ethicals", but is "taking steps to attempt to restore a more orderly arrangement."

Having said at the outset of notional pricing that the Department is too involved to stand on the sidelines, *C&D* asked "What steps?" Unfortunately, no-one seems to know. The Department spokesman was unable to discover an answer before we went to press; the Association of the British Pharmaceutical Industry made inquiries but was sure it hadn't been approached; the Pharmaceutical Services Negotiating Committee said the boot was on the other foot and it had asked the Department for an urgent meeting but so far hadn't fixed anything, and the National Association of Pharmaceutical Distributors seems equally to be waiting in the wings.

Pardon our suspicions, then, if we wonder whether Sir George Young, DHSS Under-secretary, may have been thinking ahead to the discount inquiry agreed with the PSNC as part of the recent remuneration settlement. If so, that is not looking at the problem, it is looking at the effects and merely counting how many pennies should be taken from undiscounted Peter to pay discounted Paul under an inevitably unfair averaging system.

But if the Department is shy about its steps, the National Pharmaceutical Association is positively chameleon-like. Having called, in a blaze of requested publicity, a meeting of interested parties it is now even unwilling to disclose who attended, let alone what went on. (Other sources rumour that at least one major wholesaler failed to put in an appearance, however.)

There are natural fears that any group gathering together on such a sensitive subject may be considered to be contemplating a restrictive practice, but the NPA had already spelled out the justification for the meeting:

"... the damaging effect notional prices will have on NPA members, and through them the public, unless the difficulties are resolved without delay".

It is in the public interest that a solution be found, and should the only way forward be deemed a potential "restrictive practice" then the case must be taken openly to the Registrar for inspection and hopefully approval. Which brings us back to the DHSS. Discounting has been with us for long enough, and has caused enough problems, to have acted as a warning to those with the power to head off anything like notional pricing—which we understand has overseas precedents. Clearly the representative organisations will be frightened of being seen to find their own solutions, but that power, and the public interest, lie with the Department.

The sooner the Secretary of State stops the Department thinking about the mechanism of recovering discounts from chemists and goads it into making those promised "steps" a reality, the better it will be for the patients and public he is committed to serving. ■

Pharmacist wants the same unit price for generics and brands

The price the NHS pays for a drug out of patent should be the same whether a brand or generic is prescribed; it should be controlled by the DHSS, and there should be no quantity or other discounts, says Mr Alan Poole, a Merseyside proprietor.

Mr Poole spoke to *C&D* this week following Press publication of his views on the savings the NHS could make through generic prescribing (see below). Complaining about the number of brands of the same drug he was expected to stock—nine of nitrazepam, for example—and about the various discounts and “inducements” offered with drug purchases, he argued the case for unit-pricing along the lines recently adopted by Beecham Group.

But going further, Mr Poole suggested that innovative companies should have their products priced so as to recover their costs during the lifetime of the patent, and that thereafter brands and generics should be available at the same controlled prices. As a further aid to prescription pricing, drugs should be available only through recognised wholesalers and not direct from manufacturers—even the multiples would have to get their supplies this way. A DHSS inspectorate would ensure that no discounts were given.

Mr Poole told *C&D* he was in no way politically motivated—he simply wanted a fairer deal for the taxpayer. Discounts and offers of “something from the boot of the car” were, he said “tantamount to inviting me to commit fraud.” Opposed to nationalisation of the industry, he believed the industry’s current pricing policies played into the hands of the nationalisation lobby.

Mr Poole was a motivator of a whole-page article in the *Liverpool Daily Post* last week. Headed “Doctor, it’s my wallet—Andrew Morgan reports on a pricing system that boosts profits for drug companies and High Street

chemists”, it attacks doctors’ failure to prescribe by generic name and compares brand and Drug Tariff prices.

In the article Mr Poole (whose picture tops the page, together with some of the “gifts” presented to doctors by drug companies) is quoted at length. The reporter writes: “Alan Poole believes that with the companies’ increasing sales returns and their huge profits, the DHSS should step in and reduce their profit margin, as the Tories did with Roche in 1973.

“Prices are kept high, he claims, as competition is non-existent, with the taxpayer footing the bill for whatever price the drugs firms like to ask, even though the firms make a token gesture and tell the DHSS before prices are increased.

“The drugs companies have tremendous political power. The government knows very well they all provide jobs and if they were knocked too hard, they would all go away.”

“The fact remains that if only one price were paid for a drug—and these differences like with Tofranil were abolished—then the £30 million saved could be channelled into other sectors of the NHS.”

Later, Mr Poole is quoted as believing that drug companies should be obliged to pool their resources in research, instead of each using their “reasonable” profits for the purpose and then making a “financial killing.”

Mr Geoffrey Roberts, regional pharmaceutical officer, claims money could be easily saved if family doctors had the same confidence in non-branded drugs as prescribers in hospitals, according to the article.

In a separate report, Mr Morgan refers to a Steinhart bonus offer on generics, showing how the chemist can buy drugs at half Tariff price. “In some areas of Merseyside,” he writes, “especially where younger doctors have practices, generic prescribing is thought to be on the increase, so allowing chemists to make considerable profits from the State”.

Mr J. Kerr, a member of the Pharmaceutical Society’s Council, is quoted as saying that so long as the offers are made, pharmacists will accept them.

“He’s doing nothing illegal. It may be immoral—no, I doubt if it’s even immoral—but the government should regulate the price.”

CHC looks at NHS savings on generics

A three-doctor practice could save £6,000 a year on its drugs bill if drugs were prescribed generically instead of by brand name. That is a finding in the annual report issued by the Frenchay district community health council, Bristol.

Based on what are described as “the most commonly prescribed drugs” the report gives comparisons between branded and unbranded prices.

Examples included are diazepam 500 tablets—£5.96 under the brand name Valium, £1.80 unbranded; frusemide 1,000 tablets—£48.90 as Lasix, £25.60 unbranded; and paracetamol at £2.90 for 500 Panadol and £1.85 unbranded.

The report resulted from an investigation into the problems of why retail pharmacies were closing and the problems of storage facing those remaining due to the increasing number of drugs available.

The problem also arose of dispensing when the branded supplies had been exhausted. A comparison with hospital pharmacies dispensing generic drugs led to the council’s assessment of the savings to be made. Nationwide, they say, £24 million a year could be saved for the Health Service.

Also included in the report are recommendations that the Department of Health should allow chemists to substitute prescribed drugs for cheaper forms, within guidelines laid down by the Department, and that unbranded drugs be manufactured within the Health Service to help alleviate cost.

The council would welcome comments on the report.

DHSS action on notional prices—but what?

"The Department of Health is aware of the problems arising from notional pricing and is taking steps to attempt to restore a more orderly arrangement".

That was stated by Sir George Young, Under-secretary for Health, in reply to a Commons question last week. However, *C&D* has been unable to discover any approaches made to the interested organisations by the Department, such as ABPI, PSNC or NAPD (see Comment).

Mrs Sheila Faith had asked the Secretary for Social Services, what evidence the Secretary of State had received that some manufacturers were undermining the Pharmaceutical Prices Regulation Scheme by introducing reduced discounts to pharmaceutical wholesalers; "what estimate his Department has made of the additional cost to the NHS of the increase in notional prices which wholesalers are now compelled to charge in order to maintain the level of service necessary to the discharge of retail chemists of their NHS commitments to the public; and if he will take action to remedy the situation."

Sir George Young replied that he was aware that some manufacturers had reduced the discounts they allow to wholesalers, but the operation of the PPRS was not affected by such changes. He continued: "The Department is not in a position to estimate the cost to the NHS of the introduction of notional prices by some pharmaceutical wholesalers, nor can I accept that they are compelled to charge these prices for the reasons indicated in the question." ■

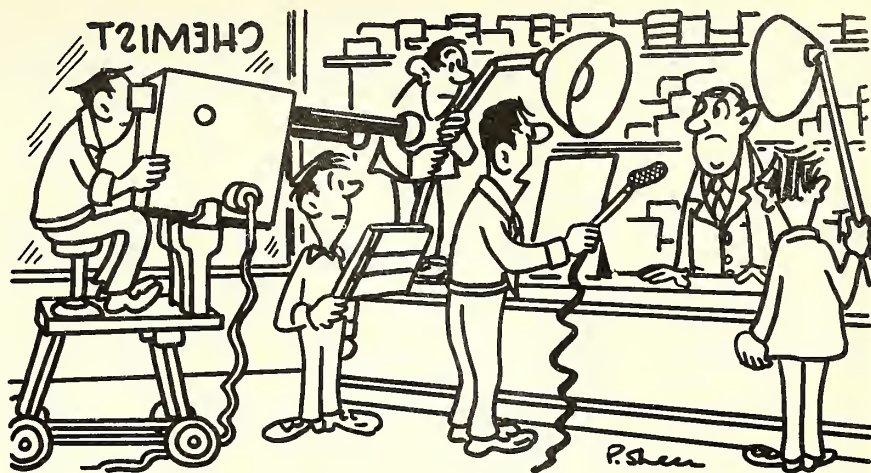
Closures down

There was a net loss of one pharmacy to the Pharmaceutical Society's Register in June. This is the smallest net loss this year—there have been no net gains so far.

In England, 29 pharmacies opened up, of which two were in London, and 32 closed down (two in London). Three opened up in Scotland with one closing down in Wales. This brings the year's net loss of pharmacies to 56. ■

Pharmacist on bail

A 25-year old pharmacist who appeared at Tottenham Court recently, charged with theft and false accounting, was



"And I understand you are against public relations for pharmacy"

further remanded on unconditional bail until July 29.

Mr Kamalkuwar Shah, of 157 Wynchgate, Winchmore Hill, is charged with stealing a facial sauna and household articles worth £20 from Boots at Church Street, Enfield. He is also accused of having made use of a company refund book, with a view to gain for himself. The charge is that he wrote that a Mr K. Shaw of 32 Greenlands, Hampstead had returned unwanted goods worth £20, but this referred to no person and the £20 was for his own use. ■

Scottish costs

The cost of drugs and appliances dispensed by pharmacists in Scotland during the year ended March 31, 1979, was £82,797,000 (£70,485,000 in 1977-78) less prescription charges of £2,640,000 (£2,532,000).

The cost of drugs and appliances supplied by medical and dental practitioners was £2,670,000 (£2,271,000). Total expenditure on the family practitioner pharmaceutical services was £83,124,000 (£70,426,000). The running expenses of hospital pharmacy departments came to £37,024,000 (£30,904,000). *NHS (Scotland) Act 1978 Accounts of Health Boards and Common Services Agency 1978-79 (HMSO £2.35).* ■

Advice to avoid vaginal sprays

Vaginal deodorant sprays and wipes should be discouraged according to an article in the *Drug and Therapeutics Bulletin*.

The article discusses treatment for vaginal odour and discharge and says sprays and wipes are liable to cause soreness of the vulval skin, contact dermatitis or allergy. Talcum powder

may sometimes cause soreness also, it says, and once a specific lesion has been excluded, a daily bath or bidet is probably the most effective way to prevent odour.

May sales up 19 pc

Retail sales by chemists and photographic dealers rose by 9 per cent in May, taking the index to 145 (1976=100). Department of Industry statistics show this increase to be 2 per cent below that for all businesses, which rose 11 per cent (index 150), but up on that for all small businesses, which saw a rise of only 5 per cent (index 121). ■

MP's concern over spray sniffing

Mr David Young, MP for Bolton East, is investigating the need for tightening controls on the sale of aerosols, following the death of a 15-year-old Bolton girl who sniffed a pain-killing spray. He told *C&D* he was seeking information on whether there was a case for restricting such products to prescription, although the coroner's jury had not yet issued its verdict on the girl's death. ■

Fewer complaints

The Health Service Commissioner received 562 complaints during 1979-80. The figure is similar to those for 1976-77 and 1977-78, although there was a sharp, unexplained rise in 1978-79 to 712.

According to the Commissioners' fifth annual report published recently (HMSO, £2.50) the largest group of complaints (114) concerned nursing matters such as failures in care, failure to provide information, and staff attitudes. ■

VAT repayment delay to be investigated

Value added tax repayment delays resulting from errors in returns, are to be investigated following representations by the National Pharmaceutical Association.

Last month's NPA Board meeting was told that a letter had been sent to the controller of the VAT central unit at Southend about repayment delays occurring after inadvertent errors on VAT forms 100 or where queries arose to delay the processing of forms.

A recent example was where a member omitted to complete boxes 11 and 12 on a March form. He was not told of the omission until mid-April, by which time his April form had also been submitted. Because of the need to process his March return manually (or so he was told by his LVO) his April repayment was considerably delayed. The NPA had also asked that any hold-up on a return form should not have a prejudicial effect on forms sent in subsequently.

The deputy controller had replied that it was not always possible to decide, on preliminary scrutiny, whether correction of return which was in error would affect the amount of tax due or claimed. "It is for this reason that repayment of subsequent claims is inhibited. Nevertheless, it is accepted that there will be cases in which it is unfair to the trader to withhold repayment of VAT pending the correction of an earlier return or returns. We are therefore currently reviewing this question.

"With a complex computer system, which is of course necessary to cope with the large number of returns processed in this unit, it is not easy to make rapid changes but I assure you that we will do what we can."

■ The following points were noted from the discussion held at the meeting of the EEC (UK) Pharmacy Group in London on May 12:—

Product liability: It was felt that members representing other countries on the executive committee of the group did not fully appreciate the possible consequences for retail pharmacy of the proposed Directive

on product liability. A full discussion would be requested.

Advertising: The UK continued to hold the view that there should be no advertising of medicines, nor should free samples be distributed, except on a limited scale when new preparations were introduced to doctors. It was noted that Germany and France appeared to favour advertising provided it was limited to the giving of information, and carefully controlled.

Dispensing doctors: Heads of delegations had provided the information that doctors no longer dispensed medicines in Italy, Germany, France, Denmark and Luxembourg. Since 1958, the number of dispensing doctors in Belgium had been reduced from 1,350 to around 250 and it was expected that there would be no dispensing doctors by the end of the decade. In Holland there existed a similar arrangement whereby the "licence for life" did not pass to a successor when a doctor died or retired, if a pharmacy had opened in the area. As this was such an important issue for the UK, it was decided to request at the next group meeting a full presentation with detailed information from each member State.

Opinion divided

■ Owing to a sharp division of opinion between members of the Board as to whether more, or less, time should be allowed between the announcement of VAT rate changes and their coming into effect, it was decided to make no representations to Customs and Excise. C&E had invited comments from trade or professional organisations concerned with VAT following a written reply to a Parliamentary question by the Minister of State to the Treasury.

So far as pharmacy was concerned, the argument in favour of a lengthy changeover period to enable price changes to be made at leisure appeared to be counterbalanced by opinion in favour of a short changeover to minimise distortion in trade of the type that were still being felt by retailers now.

■ As a prelude to further discussions, it was decided to ask the Department of Health to furnish figures about the proportion of baby milk distributed from clinics free of charge.

■ The NPA Board decided to commend to members a survey proposed by the dean of the London University School of Pharmacy. The survey, which had been originally suggested by the president of the Pharmaceutical Society (Mr Sharpe), was designed to assess the role of pre-registration students in advising customers on certain aspects of primary health care.

Kodak policy

■ A reply from Kodak had been received to a complaint from NPA on behalf of a member in Yorkshire whose neighbour, a baker, had received a promotional leaflet from the company. The leaflet had extolled the benefits of stocking Kodak films and cameras and of providing a developing and printing service. An accompanying pre-paid reply card asked the recipient to indicate his interest in selling Kodak films, etc.

The reply from Kodak stated that it was their intention to continue distribution primarily through traditional outlets. It was a "complete mystery" how a baker's shop came to be included in a mailing which had been addressed to newsagents; it was certainly not intentional.

During the subsequent discussion, it was noted that an assurance had been given by Kodak that they did not intend to supply more than a "minimal percentage" of their films affixed to display cards.

■ The Board received a report of a discussion in the training subcommittee about certain principles of NPA involvement with pre-registration students. The Board agreed that the following steps should be taken:— (1) A list of those pharmacies in NPA membership, known to the NPA to be prepared to take pre-registrations students, to

Concluded on p80



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E & O E

Hospital pharmacists must wait for salary rise

Hospital pharmacists' 1980 salary negotiations are unlikely to be settled for some time, it was reported to this month's Council meeting of the Guild of Hospital Pharmacists.

The delay arises from the apparent deadlock reached by the Scientific Civil Service in its salary negotiations. Divisional officer, Donna Haber, said it was likely that the Scientific Civil Service dispute would be referred to arbitration, which would cause a further delay. Although a full Pharmaceutical Whitley Council meeting was fixed for July 22, no progress on salaries would be possible if the Scientific Civil Service salary settlement was not concluded by that date.

■ The elections of Mr Colin Hetherington as chairman of the staff side of Pharmaceutical Whitley Council, and Mr Bill Brookes as the representative on the General Whitley Council, were noted.

■ The Council considered its policy regarding the filling of existing vacancies of pharmaceutical officer posts, since a number of cases were known where posts were either frozen or filled with acting appointments pending NHS reorganisation. Council agreed that its policy was to seek substantive replacement of officers, and that in view of the length of time before reorganisation, the use of acting appointments was inappropriate.

■ The General Whitley Council consultative paper from the management side concerning negotiations on the staffing aspects of NHS reorganisation was also considered, it being noted that this would be negotiated by the full General Whitley Council in due course.

■ A meeting of the Executive Committee of the Guild was agreed for August 8, to discuss the Government's paper on the structure

and management of the reorganised National Health Service, which was to be published on July 29.

■ Correspondence concerning the grading of specialist pharmacists in drug information and quality control had been received by the divisional officer. It was agreed that an informal meeting be arranged between the vice-president (Mr R. M. Timson), the professional secretary (Mr A. M. S. Cullen) and the chairmen of the national drug information group and the quality control subcommittee, and that the views expressed would be considered by the staff side of the Pharmaceutical Whitley Council as part of its current examination of the gradings of all specialists. ■

Antibiotics sale finding set aside

A conviction against a Somerset farmers' co-operative of supplying penicillin illegally to its members, was set aside by the High Court in London last week.

Somerset Group Traders, of Castle Street, Bridgwater, had appealed to the Queen's Bench Divisional Court against the conviction by magistrates at Sedgemoor in May, 1978. Lord Justice Donaldson, sitting with Mr Justice Comyn, ruled that the facts of the case were not set out adequately enough for them to decide whether the magistrates were right or wrong in convicting the group.

The judges said that because the case was a relatively stale one—with the offences alleged to have happened in June and July 1977—they would not send the case back to the magistrates, but would set aside the conviction.

Lord Justice Donaldson said the only person entitled to sell or supply

penicillin was a registered pharmacist, who did so in accordance with a prescription given by a vet or doctor. Somerset Group Traders were a private company, formed by farmers, which had an arrangement with a company called Agritraders of New Cattle Market, Marsh Bolton Road, Exeter. If any of the group's members ordered goods from Agritraders the Somerset Group would pay for them. The goods would be supplied direct by Agritraders to the member. "It is a plain fact that the system of supply was unlawful because Agritraders were not registered pharmacists," said the judge.

Agritraders had been convicted of supplying the medicines illegally. The judge added that it was not illegal to guarantee to pay the bill of a registered pharmacist and that the legality or illegality of what Somerset Group Traders had done hinged on whether they could be said to be guaranteeing the payment or buying the goods and reselling them to members by their dealings through Agritraders. ■

NPA Board

Continued from p78

be sent to all colleges annually. The list would include an indication of the types of pharmacy involved. (2) The list to be accompanied by a letter to the college requesting that it be drawn to the attention of all final-year students. (3) The subcommittee to examine the notes for guidance to pharmacists taking pre-registration students with a view to considering whether any representations should be made to the Pharmaceutical Society about their content.

■ It was agreed that the now rarely-used codeine section of the NPA Controlled Drugs register would be replaced with a phenazocine section.

■ One-day seminars on the following subjects are being arranged as part of the NPA's training programme for the autumn: stoma care, security, selling cosmetics and perfumery, animals as customers, surgical hosiery and foot care and truss fitting.

■ Among other subjects discussed were the proposed revised General Sale List Order, supply of influenza vaccine, Monopolies Commission inquiry into retailer discounts, revision of VAT form 5/75 VMC, conditions of sale of a Polaroid "prior range stand", rental of new shop fronts and a revitalisation of the Business Purchase and Guarantee Fund. ■



The staff of Gray and Jones pharmacy, Westbury, modelling the new Numark tee shirts. Numark members are Mr Gray, left, and Mr Jones, right.

PEOPLE



Mr Joe Gibbons (centre) has retired as an amateur jockey after riding 56 winners over the past five years. Mr Gibbons is Sterling-Winthrop Chemists' (Ireland) sales representative. ■

Theodore M. Cooper, MD, PhD, has been appointed executive vice president of pharmaceutical research and development, quality control and medical affairs for Upjohn Ltd. He takes up his position in October. ■

Deaths

Clinnick: On June 24, suddenly after a short illness, Mr George Clinick, branch general manager, Sangers, Truro. Mr Clinick had worked for Sangers for over 40 years, rising from a "warehouse boy" to his present position.

NEWS IN BRIEF

■ Grunwick Processing Laboratories of north west London and S. H. Shayler Ltd of Carterton, Oxford, share first place in the June Kodak award for quality.

■ Veganin tablets deleted from part IV and several pack changes in part VB are among the changes included in the first list of revised prices and amendments to the 1980 Drug Tariff for England and Wales.

■ Proposed changes to food preservatives legislation in England and Wales (*C&D* April 26, p717) are now embodied in the Preservatives in Food (Amendment) Regulations 1980 (SI 1980: 931, HM Stationery Office, price £0.75).

■ Although the original bookings list for the BPC 1980 pre-Conference excursion to the Holy Island is full, the organisers have started a reserve list and are trying to accommodate more people on the trip. The number attending the Exeter Conference was over 1,050 and not as stated last week (p9) in a printer's error.

TOPICAL REFLECTIONS

By Xrayser

New image

Last week *C&D* reported a public relations seminar sponsored jointly by our Pharmaceutical Society and the PSNC. The fact that there has been a seminar on this subject at all shows how far we have moved from the attitude which held that publicity of any sort was an unnecessary and unseemly activity for a professional body to have truck with.

With the first good results of the tremendous amount of behind-the-scenes PR work done for us (and by us), over the past three or four years now being seen, it must be obvious that we were previously far too tardy. Accepting that the lack of foresight has damaged our profession and our numbers, we really must admit that from now on, our every action in our businesses and in public must be viewed as part of a permanent PR programme.

Anyone who thinks that because our efforts have apparently succeeded he can crawl back into his nest to enjoy a long fat sleep in complete security must be pretty thick—and very selfish, for I see in the travails of the past decade a realisation by pharmacists of their corporate identity, which to my mind is the beginning of our climb to status parallel to that of the GPs. But it's up to us.

Tell the world

I should like to have been at that seminar. It was talking of how to go about getting publicity of the right sort, as a positive activity with the initiative coming from us, so that we give the information as we want it presented . . . accurately. If you have been the victim of an unexpected and subsequently sub-edited interview, you will know what I mean. The bit that finally hits the air or print can be painfully distorted. I think it would be worthwhile for our publicity men to make a summary of the lectures, ideally in tabular form, like a wall chart, with headings for TV, radio and Press, giving under each what the producers are looking for, how it should be presented and what to avoid. Advice on how to prepare a Press report, how to stick to the point, and how to present stories of interest to the public which would bring credit to the reporter. A nice thought that!

Perhaps we should *all* have a copy of the public relations director's book of PR guidelines.

But a new professional image? We don't need one. There is nothing lacking in the work we do, merely that we have not bothered to make sure that everyone else knows about us. All we have to do is to make sure that they are never again allowed to forget how important the pharmacist is in the community.

Ye cashe flowe

Things must be getting tough in big business for I have never known bills come in so promptly. What tickles me are the dates incorporated in some of the documents I have been getting. One company sent me an invoice on which the order date was given as June 13, packing date June 15 and invoice date June 16, for goods which arrived on June 9. Another sent a statement on the 18th, a second statement on the 20th and yet a third settlement on the 28th!

Now I don't mind being pushed a bit, and since I use the NPA clearing house I am used to a second statement coming after I have passed the payment on to them, but I simply will not include payment for goods not yet delivered. Apart from the cost of raising these unnecessary documents (and it must be 10p or more per sheet), they have wasted at least 40p on postage. If they do that with all their retail customers, perhaps 5,000 of us, on a two-month cycle, it would look as though they are just tossing some £25,000 into the wastebins of pharmacy every year.

Bit hysterical, don't you think? They ought to copy Elida Gibbs who send invoice and payment slip with the goods, if they want prompt payment, and save all the postage and raise only one, or at most two, documents for the transaction.

Test market launch for Clairelle shampoo

Clairol have launched a new shampoo called Clairelle into test market in the ATV area.

The shampoo market, Bristol Myers estimate, will be worth £70 million in 1980, 65 per cent of this being non-medicated products, the sector into which Clairelle has been launched.

Market research, the company says, has shown that most shampoo users believe that present non-medicated products are different from each other only on the surface. Clairelle, they say, has a formula which is distinctive in composition, performance, and character, being one third real beer combined with a blend of cleansing and conditioning ingredients.

There are three variants available for normal, dry and oily hair and the shampoo is available in three sizes—a 50 ml sample size as well as a 125 ml and 250 ml bottle.

Paul Thompson, new products manager says, "The Clairelle bottle and graphics have been carefully designed for today's more sophisticated consumer. Without being extravagant, they look cosmetic but not gimmicky."



The test market launch of Clairelle is being supported by a television advertising campaign which runs until the end of September.

The 50 ml sample bottle will be available at a suggested price of £0.19 and the recommended retail prices of the other two sizes are: 125 ml, £0.73 and 250 ml, £1.18 although it is expected that they will actually sell for about £0.49 and £0.79 respectively.

Display material includes 50 ml prepacks, dumpbins and shelf strips. *Bristol-Myers Co Ltd, Station Road, Langley, Slough SL3 6EB.* ■

Moss soaps with jojoba oil

Moss soaps containing jojoba oil are the latest addition to the Bronnley skin care range. The company believes that the formula for its new range devised with jojoba oil, provides a deeply cleansing yet highly emollient soap, bland enough to suit all skins.

The range comprises three fragrances—woodland moss, moorland moss and oak moss, each soap being



available in a single tablet pack (£1.25). *H. Bronnley & Co Ltd, 10 Conduit Street, London W1R 0BR.* ■

Snoopy update by Norton

Norton of London have repackaged Snoopy & Friends, giving the collection a bright new look. The packs, as well as being see-through, ensure that the soaps remain always in perfect condition as they are moulded in the shape of the soaps.

New to the series is the Snoopy Flying Ace soap (£2.45) and the "Snoopy Huggable" with Tea-Rose fragrance, a miniature Snoopy clutching a "cut glass" bottle of Tea-Rose fragrance (£2.30).

A range of miniature soaps, each depicting one of Snoopy's many "flights of fancy", are an addition to the collection (£0.20). *Norton of London Ltd, 155 Merton Road, London SW18 5EG.* ■

Vespre in larger pack sizes

Johnson & Johnson are to introduce a 20s pack of Vespre super slim press-on towels following the success of the Vespre 10s.

The company claims that Vespre has been selling at twice the rate of Dr White's Fancy Free and Libresse Bodyform and has established itself as the seventh fastest selling sanpro line.

The new Vespre 20s pack will be launched at a special trial price of 15 per cent off the normal 20s pack price. The pack, the company claims, is just



as compact as a 10s pack of another brand and is both easier for women to carry and occupies less shelf space. Advertising will run in the women's Press while stocks last. *Johnson & Johnson Ltd, 260 Bath Road, Slough, Berks SL1 4EA.* ■

Unichem July offers

Unichem members are offered during July 16-31 the following range of lines at discounted prices: Andrex toilet rolls; Brut 33 antiperspirant deodorant; Colgate Dental Cream; Denim aftershave; Earex drops; Elastoplast; Euthymol toothpaste; Eye Dew; Fabergé Body Sprays starter pack; Germolene; Germoloids suppositories; Gillette Contour cartridges and disposable razor; Imperial Leather talc; Linco-Beer shampoo; Medijel gel; Milk of Magnesia; Nivea cream; Palmolive shave cream; Rennies; Savlon liquid; Silvikrin hairspray; Sensodyne toothbrushes; Sweetex; Unichem cotton buds; disposable nappies and pleated wool; Vaseline intensive care lotion and Wet Ones cleansing tissues 35s. *Unichem Ltd, Crown House, Morden, Surrey.* ■

STEINHARD BONUS OFFER!

FROM NOW UNTIL THE 31st JULY 1980
WE ARE OFFERING A SPECIAL

3 FOR 3 BONUS
ON THE PRODUCTS IN BOXES

PRODUCT		PACK	PRICE PACK	QUANTITY REQUIRED
ACETAZOLAMIDE TABLETS BP	250 MG	50	£1.70	x 50
		500	£13.87	x 500
AMINOPHYLLINE TABLETS BP	100 MG	500	£1.25	x 500
AMITRIPTYLINE TABLETS BP	10 MG	1000	£4.90	x 1000
	25 MG	1000	£9.50	x 1000
AMPICILLIN CAPSULES BP	250 MG	500	£13.90	x 500
	500 MG	250	£13.90	x 250
ASCORBIC ACID TABLETS BP	50 MG	100	£0.30	x 100
	100 MG	100	£0.40	x 100
	200 MG	100	£0.65	x 100
	500 MG	100	£1.20	x 100
ASPIRIN TABLETS BP	300 MG	100	£0.25	x 100
ASPIRIN & CODEINE TABLETS BP		25	£0.33	x 25
		50	£0.52	x 50
		100	£0.92	x 100
BENDROFLUAZIDE TABLETS BP	2.5 MG	100	£0.35	x 100
		1000	£3.00	x 1000
	5 MG	100	£0.45	x 100
		1000	£4.25	x 1000
BENZHEXOL TABLETS BP	2 MG	100	£0.60	x 100
		1000	£5.45	x 1000
	5 MG	100	£1.20	x 100
		1000	£10.95	x 1000
CHLORPHENIRAMINE TABLETS BP	4 MG	50	£0.20	x 50
		500	£1.85	x 500
CHLORPROMAZINE TABLETS BP	25 MG	500	£1.45	x 500
	50 MG	500	£2.70	x 500
	100 MG	500	£4.40	x 500
CHLORPROPAMIDE TABLETS BP	100 MG	250	£1.50	x 250
	250 MG	500	£11.00	x 500
CODEINE PHOSPHATE TABLETS BP	15 MG	100	£1.50	x 100
		250	£3.75	x 250
		500	£7.50	x 500
CODEINE PHOSPHATE TABLETS BP	30 MG	100	£2.60	x 100
		250	£6.50	x 250
		500	£12.50	x 500
		1000	£25.80	x 1000
CODEINE PHOSPHATE TABLETS BP	60 MG	100	£5.20	x 100
		250	£13.00	x 250
		500	£25.90	x 500
DIAZEPAM TABLETS BP	2 MG	500	£1.75	x 500
		1000	£3.50	x 1000
	5 MG	500	£2.25	x 500
		1000	£4.50	x 1000
	10 MG	500	£4.00	x 500
EPHEDRINE TABLETS BP	30 MG	1000	£1.50	x 1000
FERROUS GLUCONATE TABLETS BP	300 MG	1000	£2.60	x 1000
		5000	£12.60	x 5000
FOLIC ACID TABLETS BP	5 MG	500	£0.90	x 500
		1000	£1.75	x 1000
FRUSEMIDE TABLETS BP	20 MG	1000	£11.50	x 1000
	40 MG	1000	£14.00	x 1000

PRODUCT		PACK	PRICE PACK	QUANTITY REQUIRED
HALOPERIDOL TABLETS BP	0.5 MG	100	£1.15	x 100
		1000	£10.70	x 1000
	1.5 MG	100	£1.95	x 100
		1000	£18.50	x 1000
	5 MG	100	£5.15	x 100
		1000	£50.75	x 1000
	10 MG	100	£10.00	x 100
		1000	£99.50	x 1000
HYDROCHLOROTHIAZIDE TABLETS BP	25 MG	1000	£2.40	x 1000
IMIPRAMINE TABLETS BP	25 MG	1000	£2.40	x 1000
		5000	£12.00	x 5000
INDOMETHACIN CAPSULES BP	25 MG	500	£14.40	x 500
	50 MG	100	£5.50	x 100
ISONIAZID TABLETS BP	50 MG	1000	£2.40	x 1000
METHYLDOPA TABLETS BP	250 MG	1000	£27.50	x 1000
	500 MG	500	£27.50	x 500
METRONIDAZOLE TABLETS BP	200 MG	21	£0.65	x 21
		250	£6.50	x 250
NICOTINAMIDE TABLETS BP	50 MG	1000	£1.50	x 1000
NICOTINIC ACID TABLETS BP	50 MG	1000	£1.50	x 1000
NITRAZEPAM TABLETS BP	5 MG	500	£3.95	x 500
NITROFURANTOIN TABLETS BP	50 MG	1000	£7.12	x 1000
OXYTETRACYCLINE TABLETS BP	250 MG	1000	£8.70	x 1000
PARACETAMOL TABLETS BP	500 MG	50	£0.25	x 50
		100	£0.40	x 100
		1000	£3.50	x 1000
		5000	£16.95	x 5000
PENICILLIN V-K TABLETS BP	250 MG	1000	£10.95	x 1000
PHENYLBUTAZONE TABLETS BP	100 MG	1000	£2.50	x 1000
	200 MG	1000	£4.75	x 1000
PREDNISOLONE TABLETS BP	5 MG	500	£2.75	x 500
PREDNISONE TABLETS BP	5 MG	500	£2.75	x 500
PROMETHAZINE HCL TABLETS BP	25 MG	1000	£3.00	x 1000
PROPANTHELINE TABLETS BP	15 MG	1000	£3.40	x 1000
QUINIDINE SULPHATE TABLETS BP	200 MG	100	£4.85	x 100
		250	£11.90	x 250
		500	£23.65	x 500
QUININE BISULPHATE TABLETS BP	300 MG	500	£22.00	x 500
QUININE SULPHATE TABLETS BP	300 MG	100	£4.50	x 100
		250	£11.50	x 250
		500	£22.00	x 500
		1000	£43.50	x 1000
SOLUBLE ASPIRIN TABLETS BP	300 MG	50	£0.22	x 50
		100	£0.35	x 100
TETRACYCLINE TABLETS BP	250 MG	1000	£9.35	x 1000
TOLBUTAMIDE TABLETS BP	500 MG	500	£5.00	x 500

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SIZE	PRICE PER 100	PRICE PER 1,000	PRICE PER 1,000 FOR ORDERS OVER 5,000
000	£2.50	£17.00	£15.00
00	£2.00	£16.00	£14.00
0	£1.00	£5.50	£5.00
1	£0.95	£5.00	£4.50
2	£0.90	£4.50	£4.00
3	£0.85	£4.00	£3.50
4	£0.80	£3.75	£3.30
5	£0.75	£3.50	£3.00

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Rennies repackaging and television support

Nicholas Laboratories are repackaging their Rennie 100s. The old twist wrap is being replaced by a new mini-wrap which the company says hermetically and individually seals in each Rennie tablet. Thus, they say, tablets can be more conveniently and hygienically carried in pocket or handbag and the peppermint flavour retained longer.

Comments Rennie brand manager, John Cannon: "Rennie currently enjoys a 40 per cent plus share of indigestion remedy sales making it well over twice

the size of its nearest competitor."

Nicholas say they will be spending over £600,000 on television advertising supporting Rennie in the coming twelve months starting with a national burst in July and August of a new set of commercials.

The introduction of the 100s mini-wrap pack is the first phase of a gradual extension into 25s and 50s which should be completed by July 1981. *Nicholas Laboratories Ltd, 225 Bath Road, Slough, Berks SL1 4AU.* ■

Vichy gift pack

Vichy are currently offering their customers an opportunity to try cleansing milk and tonic lotion together in a gift pack (£3.65) with its own transparent carrying case. The pack contains a 150ml bottle of Vichy cleansing milk and tonic lotion and is available in three skin types, oily, normal or dry/delicate. The two products would normally retail at £4.80. *Vichy (UK) Ltd, Ashville Trading Estate, Nuffield Way, Abingdon, Oxon OX14 1TJ.* ■



Aziza success

After a year in the make-up market Aziza is claimed by Prince Matchabelli to account for 36 per cent of the total eye make-up sales that go through retail chemists, to have achieved brand leadership in London and the South, and to be the second fastest selling retail mascara brand and the third fastest selling retail shadow brand in the country. The company believe that the

average Aziza sales per stockist are twice other leading eye make-up ranges.

This success is attributed by the manufacturers to an advertising spend in excess of £1 million in 1979 which is claimed to be 29 per cent of the total market spend. In the first six months of 1980, £606,000 they say has been spent so far on Aziza eye make-up advertising, the result of this spend being that the number of women aware of Aziza has doubled and those using it has increased fivefold. *Prince Matchabelli, Victoria Road, London.* ■

Tampon goes on two-town test

Johnson & Johnson are to go on test with an American tampon called Assure. The test, which will begin on August 1, will take place in Swansea and Ipswich and will be backed by a Press and radio advertising campaign in the area.

The test was reported by *Marketing Week* and has been confirmed by C&D from trade sources. Johnson & Johnson have refused to comment.

The tampon comes with plastic applicator, has two absorbencies, regular and super, and comes as either deodorised and non deodorised. The Assure test marketing follows the recent national launch of the Playtex tampon. *Johnson & Johnson, 260 Bath Road, Slough, Berks SL1 4AE.* ■

Balsam relaunch with added variant

Alberto Culver are relaunching Balsam conditioning shampoo and adding a new variant to the range.

The company claims that the shampoo is brand leader in the £10 million conditioning shampoo sector and that the relaunch is to present "a quality image while widening consumer trials through new highly appealing packaging."

From August new clear bottles and



labels will be available and there will be an improved formula which is claimed to give better tangle-free combing and a new fresher fragrance to appeal to young users.

The new variant which has been added to the range—gentle care for coloured, tinted or permed hair—has been created specifically, the company says, to cater for the 60 per cent of women who treat their hair in this fashion. There will be support both above and below the line for the relaunch. Prices remain unchanged. *Alberto Culver Co Ltd, Houndsmill Industrial Estate, Telford Road, Basingstoke, Hants RG21 2YZ.* ■

Photopia catalogue

The Photopia Group have published their "Leisure and Pleasure" catalogue for 1980-81. The catalogue brings together all the products imported by the Group's subsidiary companies—Japanese Cameras Ltd, Mayfair Photographic Ltd, Photopia Ltd, Paul Plus Ltd, and Plustronics Ltd. There is a cover charge of £0.35 but a free copy will be sent on request. *Photopia International Group, Hempstalls Lane, Newcastle, Staffs ST5 0SW.* ■

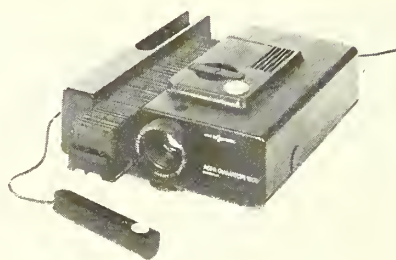
Compact, safe projector systems from Agfa

Agfa have introduced a 35mm projector system which includes new designs of slide mount and magazine—the CS system.

The CS stands for "compact and safe" and Agfa say this is effectively illustrated by the new mounts which are non-spill and fit into magazines that are half the conventional size. The mounts have a profile which fits into guides in the magazines, which can then be turned upside down and even shaken without dislodging the contents—40 and 100 slide magazines are available. The CS slides fit conventional magazines, which are able to be used in the CS projectors, enabling users to gradually change over to the CS system while being able to show slides in old style mounts and magazines.

There are two projectors in the range—the Diamator 1500 and 1500 Autofocus. Agfa say the projectors are lightweight, silent and "very portable", being carried by an integral handle that folds away when not in use.

Both models have built in remote control units as well as manual control of focusing and slide transport. The Autofocus, as its name implies, has



automatic focussing, indicated by a green light on top of the projector, and a lamp economy switch. This model also has a choice of lenses apart from the standard 85mm Agomer featured on the Diamator. Four supplementary lenses are available—60, 90 and 150mm and a zoom attachment. Provision is made in the projectors for the addition of control units for adding sound, timing and radio remote control for slide changing.

The matt black Diamator and Autofocus are expected to retail as low as £58 and £72 respectively. *Agfa-Gevaert Ltd, Great West Road, Brentford, Middlesex.* ■

Max Factor offers

Max Factor are offering toiletries, skin care items and popular colour cosmetics at reduced prices for summer.

Banish shampoo and lotion and family deodorant spray and roll-on are all available for £0.95 each; there is £0.60 off the recommended price for for astringent, skin freshener, satin flow and satin moisturiser and a saving of £0.30 on the most popular shades of Sheer Genius, Max Factor lipsticks, Shadow Play and nail enamel. All

Mr C. J. Davey, Superintendent chemist/optician, Greater Lancastria Co-op Society Ltd, presenting Mrs Copley with a £50 Co-op gift voucher. Mrs Copley was the winner of a recent Slimgard competition held in branches of the Greater Lancastria Co-op. In the first five weeks that the competition ran she lost 2st 1lb. Mrs Copley was also given £50 from Unipharm which was donated to her favourite charity, Patsy Fund. From left to right, Mr Davey, Mrs Copley, Mrs E. Coates, accepting a cheque on behalf of Patsy Fund and Mr Rylands, Pharmagen.

items on offer will be available at certain Max Factor outlets until stocks are exhausted. *Max Factor Ltd, 16 Old Bond Street, London W1.* ■



Agree with protein for damaged hair

Johnson Wax have introduced a new variant for Agree. Called Agree creme rinse and conditioner with protein for damaged hair, (100ml, £0.69; 200ml, £1.07) the new variant contains collagen protein and is said to be designed specifically for damaged hair, helping permed and coloured hair back into condition and alleviating the effects of bleaching and blow-drying. The bottle carries a hang-tag which explains the problems of damaged hair and how Agree can help.

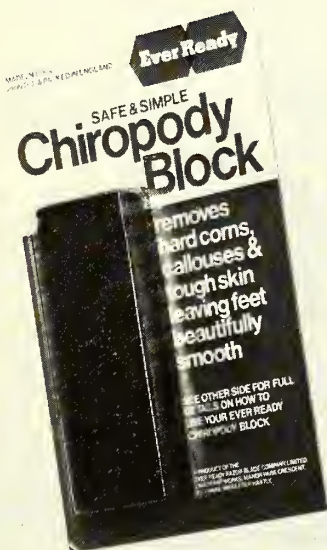
Advertisements are appearing in July issues of *Cosmopolitan*, *Look Now* and *Over 21* as part of Agree's advertising budget for 1980. *Johnson Wax Ltd, Frimley Green, Camberley, Surrey.* ■

Up-date for Bellair hairspray range

Bellair Cosmetics have up-dated both the pack design and fragrance of their hairspray range. All products now feature a delicate rose design and contain a new light floral fragrance. Bellair hairsprays are available for normal, dry and problem hair (185ml, £0.79, 275ml, £1.09). *Bellair Cosmetics Ltd, New Road, Winsford, Cheshire.* ■

COUNTERPOINTS

Chiropody block added to Ever Ready footcare range



Ever Ready Razor Blade Co are extending their range of footcare preparations with a chiropody block (£0.79). The product has been thoroughly test marketed in the USA, the company says, where it is "hugely successful". Advertising in women's journals begins in August using the slogan "safe and simple". *Ever Ready Razor Blade Co Ltd, Quadrant Works, Edgware, Middlesex HA8 7LY.* ■

Promotions remain at a high level

Cosmetic and toiletry promotions for the month of May continued to be high and were one short of the 237 in March.

Of these, promotions for fragrances accounted for just under one-third and were continuing to lose ground. Skin care promotions gained some ground but this was largely due to a seasonal rise in the number of promotions for sun preparations. Another field of notable activity was men's preparations.

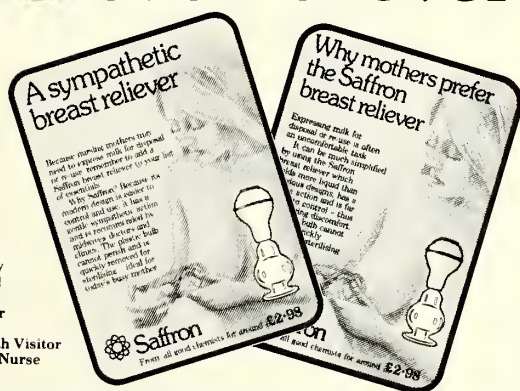
Revlon was the most promotionally active company during the month, 79 promotions in all, 15 of which were new. Max Factor ran 15 promotions during the monitored period although half of them were described as "a little long in the tooth".

Lentheric and Shulton shared third place with 14 each, the edge going to Shulton who had 13 new promotions out of their total of 14.

Overall the Prompt promotion of the month goes to Revlon for their "Charlie makes you a star" promotions. Also commended were what are described as a "well-conceived" range of new promotions from Estee Lauder. *Prompt, John Hogston Associates Ltd, 23 Golden Square, London W1.* ■

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KINGTEX VIVA — top quality	£4.40	£45.60
DERBY — extra fine	£3.30	£14.40
SETTABELLO — lubricated	£3.30	£47.40
SUPER SETTABELLO — top quality condom	£3.60	£16.00
GRAINLET — unique ripple effect	£6.25	£45.60
RONY WRINKLE — rippled from top to bottom	£5.40	£26.40
ZERO 'O' — rippled and lubricated	£5.40	£31.20
MARONY — sensitive lubrication	£5.40	£21.60



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Birmingham B46 1RL. Tel: Coleshill (0675) 64834.

Invest now in winter profit say Beecham

Keen to overcome the shock of two distinctly unbuoyant winter markets for cough and cold remedies, Beecham are now making their bid for chemists' investment for the coming season.

Their case for making a commitment now has a number of strong points: —Despite poor market conditions, Beecham sales stood up well and gained market share; with higher NHS charges branded ranges should gain strength; inflation looks like ensuring that prices go higher, so that early deals and prices will repay even the cost of holding stocks until the winter.

Looking back to last year's performance, a healthy winter for the community spelled disaster for the cough and cold remedy manufacturers —and in many cases for the chemists caught with excess stocks. Beecham's own monitoring of the colds and 'flu incidence showed that if the 1978-79 winter is taken as 100, then the year before was at the (for the industry) excellent level of 106; by contrast, 1979-80 recorded an index of only 91, with a particularly poor January-February score.

The effects of the healthy winter come over clearly in the market trends. Analgesics promoted as cold remedies fared badly compared with those sold as pain killers, with sterling turnover up by around 16 per cent against 19 per cent. However, drug outlets held their share of total turnover, performing better than food outlets during the winter period.

The same cannot be said in respect of the lemon cold treatments where drug turnover was actually down by



some three points on the previous winter, whereas food outlets were 15 points ahead. Beecham say their share of the lemon remedies climbed in all outlets, but even so, drug took a smaller proportion of their business than in the previous year.

In fact, Beecham's say that independent audits show their winter brands to have improved their share of the market, accounting for 59.8 per cent of sterling sales of cold-treating analgesics in independent chemists against 56.1 the previous year; this share increases to 59.9 per cent when the new brands such as Day Nurse are taken into account. In this sector, they claim over 67 per cent of doses sold, with a combination of Beecham powders and tablets, hot lemon, Night Nurse and Day Nurse.

Cough remedies present a very different picture so far as the chemist is concerned because the market is dominated by the "ethicals"—Benylin with over 30 per cent of the sterling sales and Actifed around 12 per cent. However, in the total market Venos holds also around 12 per cent—though like other GSL brands the majority of sales are through non-pharmacy outlets.

Following the success of their 1979 winter remedies display scheme, in which over 2,000 pharmacists participated, Beecham this year have the "spotlight" promotion for chemists. This runs for five months from September and allows each pharmacy to build up points in return for retaining display material in position for the duration of the promotion.

Two compact display units are being introduced for use on island or counter

sites, plus eye-catching sales motivators. There is also a series of interlinking show boxes which can be combined in various ways—as a module for window display, as free standing floor units or to draw attention to top shelving area. The boxes feature Beecham's Powders, Beecham Powders Hot Lemon, Venos, Mac, Phensic, Day Nurse, Night Nurse and Badedas.

The successful launch of Day Nurse (Beecham say it captured over 60 per cent of all sales of new cold remedy products introduced in 1979-80) is attributed partly to its being featured alongside Night Nurse at point of sale. Display for both brands will therefore be linked again in a new acrylic display unit, a concertina display card and also in metallic shelf edgers.

£2m spend

Beecham will be putting over £2m into advertising their main winter brands in 1980-81. Day Nurse is to be backed by the same successful television films as last season (theme: "helps to keep you going") but Night Nurse has



a new "good night's sleep" commercial". Beecham's Powders also have a new film but will get 40 per cent more television than in 1979-80, plus radio. The "Nurses" and "Powders" total ranges will each have around £1m backing.

Beecham's catarrh treatment, still on test in Wales, West and Lancashire, demonstrated its dependence on television last winter (using an alternate television-Press technique) and this will be confirmed by continuous TV in Lancashire in the coming season.

Summing up their viewpoint, Beecham conclude: "Most economic forecasts are predicting a difficult winter. The self-medication market is likely to be an exception to this gloomy outlook. Increasingly the consumer is being actively encouraged to self-medicate for every-day ailments and this must mean a better opportunity for sales." *Beecham Proprietaries, Brentford, Middlesex.* ■



Giant extension to tube line.

Dentu-Creme, the toothpaste made specially for denture wearers, is selling faster than ever.

So much so, that we decided to extend the range and add a new size.

Giant size.

It's been a huge success in our two test markets.

Proving that, in this case, bigger really does mean better.

Better for your customers.

More and more of them will be buying the largest size they can find. Because it means they save money.

Better for you. The giant size offers the highest trade margin (in total pence terms) of all the Dentu-Creme range.

And we'll also be making some very impressive introductory offers (14p flash packs to name just one). These offers are available only through your Stafford-Miller rep. He'll give you all the details.



Dentu-Creme

The denture toothpaste more powerful than plaque

**NEW
GIANT
SIZE**

Move and hold dentures firmly. Scrub carefully.

STAFFORD-MILLER LTD., HATFIELD, HERTS. ENGLAND

Get Christmas off on the



You'll find stocking Cussons 1980 Christmas range more profitable than ever because it's more compact. Meaning that it's easier to stock, easier to distribute and easier to display.

Which brings us to your customers.

They'll buy Cussons gift sets for the same reasons as ever—the high quality, the wide choice

your stocking right foot



and the popular prices. Only this year, thanks to
lighter, more attractive displays, they'll buy even more.

So contact your Cussons Salesman and get your
Christmas stocking off on the right foot with the
complete Cussons range.

You'll have none left
by Christmas Day.

Cussons

demanding women...

When a woman needs Surgical or Support hosiery she may not have a clear idea of the fabric weight or support strength which will best suit her legs but she *will* demand styles and colours that make her look as well as feel her best.

That's where we at House of Lastonet come in.

To us there is no such thing as an average woman, for although we classify size groupings, we know that every woman has her own individual requirements when it comes to the degree of support, fabric weight, colour and style.

Therefore we manufacture a comprehensive range from which you can exactly match her needs for NHS hosiery or support tights and stockings.

To our way of thinking this enables her to choose her stockings or tights in much the same way that she would choose her perfume—something suitable for general or day time wear and perhaps something a little extra for evenings or those special occasions.

If she is an expectant mother we have considered her too, with our range of maternity tights.

After all—shouldn't all your women customers be spoilt for choice?



When you are a House of Lastonet stockist you get the backing of one of the most experienced specialist companies in the field of Full Support Hosiery.

We have years of experience and are constantly reviewing our product range, introducing new styles and colours, to ensure that you can meet the changing needs of today's women.

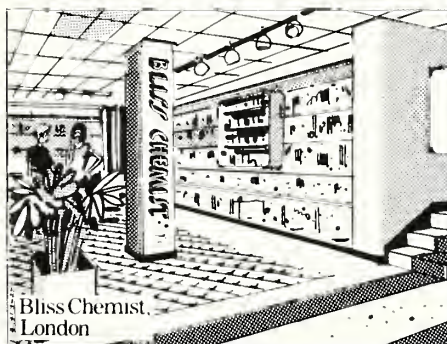
To keep you right up to date we have introduced a comprehensive information pack, covering all styles, NHS and fabric specifications, colours and size options, clearly set out for your fast and easy reference.

If you haven't had your copy yet, write to:

Michael Coley, Marketing Department and we will post it off to you immediately.

house
of
Lastonet

Carn Brea, Redruth, Cornwall. Tel: Camborne (0209) 714141



Even in 1980 retail chemists can actually increase their profits

It won't be easy in the toughening market situation, but it can be done. It will require ingenuity and positive, imaginative marketing action.

Using our wealth of knowledge and experience of the retail chemist field, we have prepared marketing programmes capable of being tailored to individual requirements and designed to turn your shop into a more effective selling tool.

Post coupon now for further details.

DollarRae

Creators of retail environments

Telephone 041-649 9331 Telex 779394

Represented throughout the UK

Dollar Rae, Freeport, Glasgow G41 1BR

Name

Company

Address

Tel No.

CD5/80

'Aggressive' campaigns meet with mixed reaction

Photography features strongly in the TABS top ten television advertisements for May with three of the advertisements featuring cameras and one films.

The "Top ten" chemist-orientated list compiled for *C&D* is as follows:

Olympus cameras	60
Robinson's soft drinks	60
Kodak film	60
Agfa cameras	59
AndreX	58
Wrigley spearmint	57
Kodak cameras	54
Marmite	54
Ambre Solaire	53
Dettol	53

A score of 50 is regarded as high, 81 the highest ever recorded and 30 is low.

Campaign confusion

Points raised by the panel include the suggestion that when several similar brands advertise, such as sunglasses and slimming products, it is vital to have a distinctive commercial; and that if the advertiser adopts an aggressive or "high profile" creative approach this may upset some people but get the product noticed and remembered more. For instance if the product is aimed at a young target audience it may well offend older people.

In a time when ITV's share of viewing is depressed and the cost of advertising so high, advertising needs to be seen to be working yet many negative comments have been recorded this month. The following are a selection about the various campaigns:

Olympus cameras: "I don't know why I like it except to say I believe it. I think it's a very good camera and easy to use. The advert is also very funny".

Kodak: "A genuine advert, saying just what a Kodak film will do. Simple, clear and effective".

Robinsons: "Good photography and action—nice twist at the end." "Very natural, very good". "I could almost taste it when I was hot". "Very effective with the tennis play—pity about Dan Maskell doing the commentary though".

Agfa cameras: "Love it where the fishing husband falls in the water".

Polaroid cameras did less well scoring only 48, perhaps because as one person commented "I find this ad rather

boring, no enthusiasm in it".

AndreX: "Anything with young children and animals in it is a winner with me. I love the way it twists the roll all round the garden emphasising length".

However some people found it "unbelievable, as surely the paper would tear and I don't think it's that long." *Marmite*: "A good advert—just the thing to encourage the children to eat more of it".

One or two campaigns came in for criticism this month one of which was the *Carnation Slender* advertisement which was criticised for being mimed, mediocre and looking cheap. "Boring, no selling line of interest, stupid dialogue of poor actress and dubbing over of voice. Very amateur advert. It only encourages me to buy another product." *Slender* only scored 31 and *Slimgard* didn't do a lot better with 33.

Brannan prices

Brannan clinical thermometers are now available at lower prices. Key products in the range are now retailing as follows: oral clinical thermometers (pack of 10—trade price £4.40, retail price £0.66), fertility thermometers (pack of 10—£6.00 and £0.90), single fertility thermometer with chart book (£1.20 and £1.80) and single veterinary thermometer (£1.20 and £1.80). All retail prices exclude VAT. *S. Brannan & Sons Ltd, Cleator Moor, Cumbria.* ■

Cannon dummy

Cannon are now manufacturing an all rubber one-piece soother (£0.64). Made of pure latex it can be sterilised by boiling or sterilising solution. *Cannon Rubber Ltd, Ashley Road, Tottenham, London N17 9LH.* ■

Equivite promotion

A promotion allowing £0.50 off any Equivite purchase on the presentation of a voucher is to run until the end of August. Over 40,000 vouchers will be distributed via the *Pony* magazine and the field force and are redeemable by

The Foster Grant's advert attracted criticism from the older audience for being modern and noisy, aimed at the younger viewer. The Goggles campaign received some misplaced criticism from those who had confused the two campaigns. Overall the various scores for sunglasses commercials were:

Reactolite Rapide	51
Goggles	50
Foster Grants	41
Polaroid	39

The Ronson campaign also met with a similar reaction and varying comments. "It was very striking and powerful. It would certainly take your attention if you were not paying attention".

However several others disagreed describing it as "Ugly lad, ugly movements and voice—can't hear some words. Wouldn't tempt me to buy one". "Definitely a bad advert. Common voices need to be funny but this was not. I was put off by the scruffy man in the advert." *Television Advertising Brentford, Middx.* ■ *London W1V 5LE.* ■

the retailer against any order or direct through *Beecham Animal Health, Brentford, Middx.* ■

ON TV NEXT WEEK

Ln	London	WW	Wales & West	We	Westward
M	Midlands	So	South	B	Border
Lc	Lancs	NE	North-east	G	Grampian
Y	Yorkshire	A	Anglia	E	Eireann
Sc	Scotland	U	Ulster	CI	Channel Is

Alka Seltzer:	All areas
Anadin:	All areas
Balance:	M, Lc, Y, NE
Body Mist:	All areas
Clearasil Clearguard cream:	Ln, M, Lc, Y, So, NE
Crest:	All except U, B, G, E
Dixcel toilet tissue:	All except Y, U, E, CI
Fresh 'n clean:	All except Ln, Lc, WW, G, E, CI
Head & Shoulders:	All except E
Mum:	All areas
Odor Eaters:	All areas
Oil of Ulay:	All except NE, G, E
Reply:	So
Sine-off:	Ln
Sunsilk hairspray:	All areas
Sure deodorant:	All areas
Slingard:	All except E, CI
Zest toilet soap:	M, Lc, Sc, B

Vernaid Cumfies to be available through chemists

Vernaid Cumfies incontinence garment (5 standard £2.35; 5 large £2.55) will be available for sale through pharmacies from September. The garment is disposable, highly absorbent and is faced with a Strentex (non-woven fabric) one-way liner which keeps the skin comparatively dry, reducing irritation. It is said to prevent soiling of clothing and bedding. Cumfies have previously been available only to hospitals and old people's homes.

At a conference to launch the product this week, Mrs D. Mandelstam,

Disabled Living Foundation, welcomed the news that Cumfies would be available through chemists as it might remove the stigma attached to incontinence and help some of the 2 million or so sufferers who were "imprisoned by their condition in their own homes" or were "a social embarrassment to caring relatives."

Vernon-Carus will be distributing leaflets on the product through community nurses. It is not available on FP10. *Vernon Carus Ltd, Penwortham Mills, Preston, Lancs PR1 9SN.* ■

Funnel/strainer for feeding bottles

Cannon Rubber Ltd have introduced a combined funnel/strainer (£0.37) to their range of Babysafe products. Fitting in the neck of the feeding bottle, it enables fluids such as boiled milk and juice to be poured easily and strained at the same time. Made entirely from plastics, it is sterilisable and the strainer disc can be removed for cleaning.

Although primarily developed for preparing babies' feeds, it is also suitable for culinary uses. *Cannon Rubber Ltd, Ashley Road, Tottenham, London N17 9LH.*



Sionon bon-bons

Bayer have changed the packaging of Sionon fruit bon bons which are now presented in a Cellophane pouch-style packet rather than a cardboard carton.

Fruit bon bons (£0.35), which have become one of the best-selling lines in the range since launch earlier this year,

are now available in display outers of 10 units so retailers are asked to place future orders in multiples of 10.

The repackaging is the first of a number of developments planned for the range. At least one line extension can be expected before the end of this year, with further products being introduced in 1981. *Bayer UK Ltd, Burrell Road, Haywards Heath, West Sussex RH16 1TP.*

Television campaign for Balance

A second television campaign is currently underway for Balance, the liquid meal replacement slimming aid on test in the Granada, Trident and ATV areas.

A new strawberry flavour is to be introduced in two sizes, the standard pack which contains 10 sachets (£3.30) and a special trial size pack containing two sachets (£0.33) which it is hoped will attract new users. Both packs will be available from the end of July. *Thompson Medical Co Ltd, PO Box 365, London SW1P 1AA.*

Anadin in 12s

International Chemical Co Ltd are introducing a 12 tablet pack for Anadin (£0.29). The new pack is being launched nationally on a 36 for 30 introductory bonus. There will be competitions open to retailers, with prizes of a Ford Fiesta 1300 GL and a winter holiday to the value of £750. *International Chemical Co Ltd, 11 Chenies Street, London WC1E 7ET.*

PRESCRIPTION SPECIALITIES

Betaloc for cardiac arrhythmias

Betaloc has been approved for use in cardiac arrhythmias, especially supraventricular tachyarrhythmias. The dosage is 50mg twice or three times daily, increased if necessary to 300mg daily in divided doses. Following treatment of an acute arrhythmia with Betaloc injection, tablet therapy should be started four to six hours later. The initial oral dose should not exceed 50mg three times daily. *Astra Pharmaceuticals Ltd, King George's Avenue, Watford, Herts WD1 7QR.* ■

Calendar pack for Anturan

Geigy Pharmaceuticals are introducing a calendar pack of Anturan 200 containing 112 tablets (4 foils of 28, £8.96 trade) to replace the present 100 pack. The aim is to help patients keep to the four times daily regimen needed for the prevention of cardiac mortality following recent myocardial infarction. *Geigy Pharmaceuticals, Wimbleshurst Road, Horsham, West Sussex RH12 4AB.* ■

Pabestrol stocks

Pabestrol (stilboestrol BP) tablets 5mg and 25mg will be discontinued when present stocks are exhausted. *Paines & Byrne Ltd, Pabyrn Laboratories, 177 Bilton Road, Perivale, Greenford, Middlesex UB6 7HG.* ■

The new Companies Act could affect every reader of this magazine.

Order your copy of our explanatory guide now.

The Companies Act 1980 will bring major changes to company law in this country, affecting both public and private companies

The Act includes clauses on:

Classification and registration of companies, including the introduction of the new concept of a public limited company, and the necessity for many companies to re-register.

Pre-emption rights of existing shareholders to have first refusal of new shares before they are offered to the public.

Payment for share capital, including a requirement in most cases for any non-cash asset given as payment to be valued by an expert.

Maintenance of capital, regulating, for example, surrender and forfeiture of shares and charges by a company on its shares.

Restrictions on the distribution of profits and assets, for public and other companies.

Duty of directors to consider the interests of employees as well as those of the shareholders.

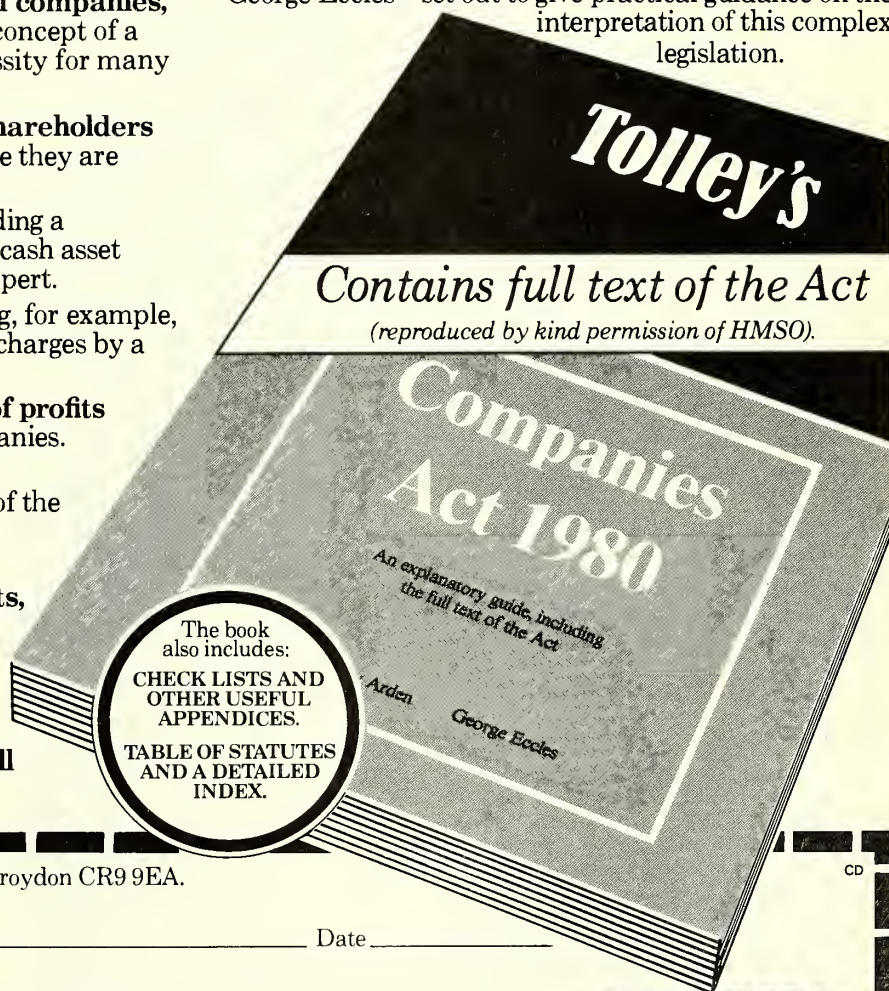
New restrictions on loans to directors and on directors' contracts, plus more stringent disclosure requirements.

Insider dealing offences.

Every company, and every company director and secretary, will therefore be affected by this Act.

TOLLEY'S COMPANIES ACT 1980 will be published as soon as possible after the Act receives the Royal Assent.

Its authors – barrister Mary Arden and accountant George Eccles – set out to give practical guidance on the interpretation of this complex legislation.



To: Tolley Publishing Co Ltd, Freepost, Croydon CR9 9EA.

Please send me _____ copies of **Tolley's Companies Act 1980** at £5.95 each (post free UK and Eire) as soon as possible after publication. I enclose my cheque for £_____

Signed _____ Date _____

Name _____

Position _____

Firm _____

Address _____

Telephone No _____

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Tolley's Freepost Service
Complete this coupon and return it, together with your cheque, using the Freepost address. We pay the postage.

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Tips on acquisition and disposal of accounts

Fourth in a series by Graham Walker, BPharm, MPS, AMBIM



SO, after assessing all the factors you've decided to change your assortment of cosmetics. You can do this in three ways: either by acquiring new accounts; or rationalising the ones you already stock; or simply disposing of your entire cosmetics operations. Alternatively, you can adopt a mixture of all three.

Having taken the decision in principle, no action should be taken until the financial implications have been examined. To open a new account can cost between £400 for a small French fragrant account and up to £10,000 for Estée Lauder. On the other hand closing an account can, depending on stockholding, release up to £2,000.

Having established how much expansion capital is available, the next step is to make a thorough examination of the competition, for there are some accounts who are loyal to their existing stockists to the point of proving almost commercially nonsensical.

Some accounts, although desirable, are easy to obtain—I am thinking of Max Factor, Rimmel, Lenthéric Morny, Prince Matchabelli etc, etc. Others are much more difficult—indeed, I have found almost impossible, eg Estée Lauder, Clinique, Chanel, Charles of the Ritz, Lancôme.

Then there are those in between who are open to persuasion such as Elizabeth Arden, Revlon and some of the smaller French fragrance agencies.

First steps

The first step is to write a letter to the managing director at the company's head office, applying for the account. In the letter you should describe your pharmacy, its existing accounts and stress the need for extending distribution—which you should have established as a result of your own research. It is also worthwhile stressing the standards of presentation and service you can offer. Don't worry too much if you seem to be wearing rose-coloured spectacles, the objective at this stage is to get the company interested in talking. But don't just leave it at a letter! If no-one has visited you within a fortnight, take your courage in both hands and telephone the managing director!

Explain that you are expanding your stock assortment and would welcome an early visit—a prompt decision will enable you to decide what action to take in respect of the other companies you have also approached. In my

experience this produces a much more rapid response than simply sticking to correspondence, which can drag on for months.

Soon will follow a visit from the representative; don't be fooled by titles such as account development manager, area manager, account executive etc, they are usually reps in disguise. In my view the next paragraph could well be the most significant in the series.

Buyers' market

Because of the state of the economy we pharmacists are working in a *buyer's market*. This means that if a company wishes to have its products in your pharmacy, it will no longer be able to insist on an "opening parcel", 25 per cent of which you won't sell for at least a couple of years, if at all.

Don't forget the old adage that 80 per cent of sales come from 20 per cent of the stock. So be firm, don't be bullied, insist on only buying the stock that will sell. But do be reasonable and appreciate that it costs a company hundreds of pounds to open a new account because of administration, testers, display material etc. However, the basic message remains, we are in a buyer's market and must take advantage of our unusual position.

Having agreed the value of the opening order and the stock assortment within it, the next step is to decide when it is to be delivered and invoiced. This can be particularly important in-so-far as the date can affect stock relief and more urgently, cash flow. Don't forget that the salesman will want delivery as soon as possible in order that he can claim the sale against his target. Once again, dig your toes in and refuse to be moved from your chosen date—the order will not be valid without your signature.

While we have the upper hand it is a good idea to insist that the representative gives you a written undertaking to balance your stock twelve months after opening the account. It is worthwhile clarifying policy regarding returns, at the same time.

Promotions

Now we come to the "dodgy" bit—promotional policy! These policies vary from nil in the case of some French companies to a multipage, full-colour

brochure covering six months in the case of Revlon. In between the variety is enormous, but it is important that you should be aware of what commitment you are going to accept. Clearly the one to take most care with is Revlon as a six-month programme can easily mean signing away thousands of pounds of purchasing power. My own procedure is to go through the programme with my consultant and eliminate any standard basic stock from the order, leaving only special packs, new colours, new products, gift-with-purchase, etc—that is, we only order genuine promotions, which can sometimes seem to account for only 50 per cent of the promotional programme.

Incidentally, as a matter of policy, I refuse pointblank to agree to an important order such as Christmas or Revlon Program, while the representative is present. I insist that the order form and brochure be left for me to discuss with my staff and forward when completed. Needless to say it hardly makes me popular with the representatives, but it's my money I'm spending and I am not prepared to do that under duress.

Closure

From time to time we all have to either close accounts or have to accept that they are going to be closed. In my view it is important not to be offended if a company wishes to close on you—they are probably doing you a favour by eliminating a mutually-unprofitable account.

More important are the terms on which accounts are closed. If the decision to close is yours then you can hardly expect much help from the company, except that some companies will go to some lengths to prevent their products reaching the "swag" merchants. Realistically, if you decide to close, then best cut your losses and sell off quickly at half price.

If, on the other hand, the company decides to close your account then you should fight hard to return your remaining stock for 100 per cent credit. After all, you bought it in good faith and it is not your decision to cease further trading, so push hard to get that 100 per cent, then push hard for your money.

It's interesting to note that a company that passes you to the debt collectors after two months, will take up to six months to pay out for returned stock. Recently I had to threaten a

major perfume house with debt collectors because they wouldn't pay up the £500 they owed me for returned stock when they closed my account.

So, that's the end of this article, I hope you might find something useful in it—the next one will be concentrating on personnel and presentation. ■

ANNIVERSARY

FPA reaches a half century

The Family Planning Association is fifty years old this week. On July 17, 1930, Dr Marie Stopes and Mr Ernest Thurtle proposed, at a meeting of interested people, that the National Birth Control Council should be brought into being. The Council served to co-ordinate the various family planning groups in Britain and the few clinics that were then open. Nine years later the name was changed to the Family Planning Association as, with scares of a declining population, the term "birth control" was considered too unmentionable.

Eggs, apples and bricks were thrown at the premises of the early birth control clinics and the pioneers were abused in public and in print. They took on the opposition of the church, the medical profession, the government and general public opinion. But the pioneers were determined to achieve their aim—the availability of family planning provided by local authorities and, ultimately, a free family planning service for all through the National Health Service.

The aim of free family planning was realised in 1974, when the FPA's nationwide network of over 1,000 family planning clinics was handed over to the NHS. During the 1950s and 1960s, with the developments in contraception and the demands of a changing society, the FPA was opening a new clinic every fortnight. The Association also contributed to the development of family planning in its wider activities. High priority was given to improving standards, training doctors and furthering contraceptive technology, especially in supporting the research of oral contraceptives. In addition, the FPA worked to extend public services in subfertility, pregnancy testing, psycho-sexual counselling and vasectomy.

LETTERS

Influenza vaccine

I am concerned that the section of the report of the NPA Board of Management (*C&D* June 28), headed "Influenza vaccine" could have been misleading to your readers. The NPA may have received communications from Duncan Flockhart and Duphar to the effect that they would be attempting to create prescriptions for influenza vaccine this year, but to my certain knowledge no contact was made between the NPA and Servier Laboratories Ltd, in order to ascertain our policy.

I should like to clarify that Servier Laboratories are also attempting to stimulate prescriptions for influenza vaccine through the normal retail channels of pharmaceutical wholesaler and chemist. We, like the other suppliers, are actively promoting our vaccine to doctors since this is the accepted form of pharmaceutical marketing. Should a doctor however insist on direct purchase (according to his contractual right) we do not believe that we should refuse to supply, and I would be surprised if any supplier absolutely refused to supply any customer who had the right to purchase.

Publicity of the nature of that printed on June 28 can have the effect of generating animosity between chemists and our representatives to the extent that the chemist may be reluctant to stock our vaccine. If the doctor cannot then obtain our vaccine

on prescription he will be faced with no alternative but to purchase direct, thus exacerbating the one situation we and the NPA are seeking to avoid.
T. B. Dick, BSc,
Group product manager
Servier Laboratories Ltd

Rep's thanks

May I through your letters column say a fond farewell and indeed, thank you, to all my chemist friends on whom I have called for the past twenty years on behalf of Thompson & Capper, Eucryl and LRC Products, upon the event of my unfortunate medical retirement.

And many thanks to the *C&D* also!
G. T. Wilkinson
Southport, Lancs

Despicable

"The strife is o'er, the battle done;
Now is the Victor's triumph won;
O let the song of praise be sung,
Hallelujah!"

In your editorial (14 June 1980) you quote the first three lines of the Latin hymn of praise to the one who suffered and died for our sins, conquered death and was raised again for our salvation.

But to liken all this to the progress of a pay claim seems despicable.
S. F. Forse
Macclesfield, Cheshire

WESTMINSTER REPORT

Generic scripts

Mr Carter-Jones, MP, recently asked the Secretary for Social Services if there are any fundamental reasons why generic prescribing could not be introduced forthwith. The Health Minister Dr Gerard Vaughan replied in a Commons written answer that doctors are free to prescribe medicines in generic form wherever appropriate, but a large proportion of the total net ingredient cost of NHS prescriptions relates to proprietary medicines for which no generic version is available. ■

Licences of right

Dr Gerard Vaughan, Minister for Health, estimated the numbers of product licences of right awaiting review at 19,500, in answer to a question in the Commons last week.

He went on: "Our European Community obligation is to review all proprietary medicinal products by 1990. Progress depends on a number of factors, such as the nature of the products and the problems they pose in assessment. To estimate a completion date would be entirely speculative. . . . Progress is, however, closely monitored and our European and other commitments are kept firmly in view." ■

Hexachlorophene

Dr Roger Thomas asked the Secretary of State whether, in view of its contamination with 2, 3, 7, 8-tetrachlorobenzo-*p*-dioxin, he would ask the Committee on Safety of Medicines to carry out a review of the use hexachlorophene as a bactericide for direct use on the person, "particularly the female person" and of its use as an antiseptic in hospital and dental practice. Dr Gerard Vaughan, Minister for Health, replied that he was not aware of any fresh evidence that would justify a further review.

Drug surveillance

In answer to a question laid before the Commons last week, concerning the record linkage method of post-marketing surveillance of drugs and the proposed pilot study of the Retrospective Assessment of Drugs Safety Plan, Dr Gerard Vaughan, Minister for Health, stated that both methods were under consideration.

"Both pilot studies would have substantial financial and other resource implications," he said, "though these are difficult to quantify." Dr Vaughan estimated that a pilot study of RADS might cost up to £500,000. ■

Patient information

In answer to a question from Mr Jack Ashley, in the Commons last week, Dr Gerard Vaughan, Minister for Health, said that proposals which a working party made for a pilot study, designed to assess the value to patients of improved written information, are currently under consideration together with other possible approaches to the problem. ■

Seventeen items, so neatly written that there is still room on the form for yet another item to be added, our subscriber in Wales observes

Varigen injections 100G.
Cytamen inj 1000µg/cc x 5
Dulcolax suppos. (50)
Amusol suppos. (50)
Avogation tab ii c.u. M (60)
Cimetidine tab (50)
Tab Suroket M. (100)
Dofluprin 25mg o.n. (30)
Dibutylamine ii p.n. (100)
Jepol + T.D.S. (90)
Froben 50mg + T.D.S. (90)
Slow K + T.D.S. (90)
Spirmolactone 25mg + T.D.S. (60)
Phenofarb 30mg + T.D.S. (90)
Phenyltrim 100mg + T.D.S. (90)
Frobenide 40mg + T.D.S. (60)
Nystatin susp. 30ml.

Iran nationalises seven European subsidiaries

Iran has nationalised seven European pharmaceutical subsidiaries which account for a third of the medical supply market in the country.

In the case of Bayer and Schering, three Iranians arrived at their plants with a writ from the Department of Industry and Mining and the Department of Health, which introduced them as new members of the Board.

Schering have three German managers in Iran and all were invited to stay, the Iranians stating they recognised the need for skilled personnel. At present, the German management intend to stay while their Berlin headquarters staff impress upon the Iranians the importance of the company to medical supplies for the Iranian people. The Iranian government have stressed that the move is one of nationalisation, not expropriation, but Schering, Berlin, told *C&D* that "in the English language it is difficult to tell the difference".

As with Schering, production at Bayer's Tehran plant is continuing more or less normally, but they are in constant contact with the plant awaiting developments.

Other companies involved are Hoechst, Boehringer Ingelheim, Mannheim, Gruenthal and the Swiss

based Ciba-Geigy. Press reports have also stated that some managers have been banned from plants, though this is not the case with Bayer and Schering.

The German Association of the Pharmaceutical Industry have issued a statement stating that: "The move severely violates the German-Iranian reciprocal agreement on furthering and protecting capital investment". ■

CIA attacks gas supply policies

The current supply and pricing policies for gas as a major fuel for industry are described this week as "paradoxical and totally unacceptable" by the Chemical Industries Association: "in the light of the UK's exceptionally favourable energy situation".

In a letter to 400 chief executives of chemical companies, CIA's director general, Mr Martin Trowbridge, draws attention to the need for early action to correct short and long-term supply deficiencies and price distortions. His letter accompanies a new study paper which was sent last week to the Secretary for

Energy, to follow up a report submitted in January this year.

The new report confirms that UK industry is seriously disadvantaged and that the price differential between UK gas prices and those paid by continental competitors has worsened and is now in the range 7-17p per therm. The UK chemical industry is the biggest single industrial customer for gas, but CIA stresses that it is concerned to press the case for all industrial users of gas and does not seek special privileges for the chemical sector.

CIA's earlier concern over future supplies has been confirmed, they say, by information recently received from its chemical company members. Nearly half of its member companies using gas for process purposes have been refused additional or new supplies during the past six months (*C&D*, March 15, p450).

Commenting on reports that British Gas will have an additional 1,000 million therms per annum available "for industry" in the course of the next five years, CIA has established that over half of this amount will be supplied to commercial, rather than industrial customers. ■

■ As the CIA released its report, the British Gas Corporation announced plans to raise contract prices by between 21 and 54 per cent in the coming year, in accordance with its policy to relate gas prices with those of oil. ■

Production unharmed by ICI strike

Industrial action taken by the scientific and technical staff of ICI on July 11 was said by the company to have had no effect on production (*C&D*, July 5, p28). But the largest union involved—Association of Scientific Technical and Managerial Staffs—says that 10,000 staff had joined in some form of action, including strikes and demonstrations.

The dispute is largely over a 16 per cent pay offer being made by the company, which the white collar unions say is inadequate. Further meetings between management and the unions involved are planned, but the unions have threatened further strike action if necessary. ■



In 1865 James Lofthouse first made and sold Fisherman's Friend Lozenges to the sailors leaving the Port of Fleetwood. The shop from which they were sold closed 18 months ago and the Lofthouse family have preserved many of the objects and some of the original shop fittings, pills and potions in a small museum within the factory which now produces the Fisherman's Friend range.

Industry's annual output tops £2,000 million

The yearly output of Britain's pharmaceutical industry now tops the £2,000 million mark. This compares with the less than £20m of the early thirties.

Mr David Smart, president of the Association of the British Pharmaceutical Industry, quotes these figures in the Association's annual report for 1979-80 published last week.

The formation of the ABPI coincided with the first discernible beginnings of what has subsequently been called "the therapeutic revolution", says Mr Smart. He continues: "Indeed, many of the most significant advances in therapeutics had originated in Britain, with the industry contributing vastly to human health and economic well-being".

But while he could look back on a 50-year-old success story, he said predictions for the future had to be tempered, "in view of the excessive pressures of consumerism for complete safety and a total lack of side effects. . . . And the cost of fulfilling all the safety tests in the quest for what is unlikely ever to be a realistic goal could become prohibitive—and mean a drastic reduction in research.

"Despite these difficulties," he adds, "my confidence in the British genius for reasoned compromise remains buoyant and I believe that the next 50 years will see even greater progress within the pharmaceutical industry than has been achieved since 1930". ■

Third World growth in pharmaceuticals

The present usage of pharmaceuticals in the developing countries of the world is estimated to be valued at around \$10,720 million, representing about 15 per cent of world usage for almost 73 per cent of the world population. This usage is expected to increase to over \$79,000m by the end of the century, when it will represent some 29 per cent of the total world demand. This is one of the conclusions of a recent report on the subject issued by Information Research Ltd.

Currently, only five of the developing countries are included amongst the top 20 national markets for pharmaceuticals. However, by the year 2000 it is anticipated that eleven of the developing countries will be included. The greatest growth in demand will be amongst the countries of Latin America which cumulatively will account for almost 70 per cent of the total

requirements of all developing countries.

Whilst many of these will become self-sufficient to some degree with regard to drugs, the report says there will still be substantial export markets for the large international groups. It gives an indication of the build-up of the national pharmaceutical industries in the more important developing countries and suggestions are also made as to the optimum methods of operating in the developing countries over the next two decades.

The report (£130.00) is available from Information Research Ltd, Bond Street House, 14 Clifford Street, London W1X 1RE. ■

Ciba blame Ilford for poor profits

Ciba-Geigy (UK) Ltd have reported increased sales of 18 per cent, to £401.1 million, but pre-tax profits were only slightly up at £7.5m (£7m).

On a current cost basis the company would have shown a loss. Although a number of factors have affected the results, not least the general uplift in the cost of raw materials, Mr A. A. S. Rae, chairman, says in the annual reports and accounts for the year ending December 23 1979, that: "The most critical problem in the group is the continuing loss . . . on our photographic business."

The performance of Ilford has been troubling Ciba for some time now and the management has recently closed three factories, pulling out of the manufacture of X-ray and micro-film products all together (*C&D*, June 21, p1102). Sales of Ilford rose by only 8 per cent—a situation blamed on supply problems in certain major product groups and a decision to increase prices despite the competitive state of the market, especially overseas.

Exports of the UK group showed a further improvement, rising to £148m and despite the squeeze on margins the investment programme is to be expanded by some £10m in 1980—to £35m.

Pharmaceutical sales performed well over the past year, with sales reaching £69.4m (£60.6m) and Ciba say Trasacor retained its position as the leading "ethical" product in the UK.

The consumer product group made "considerable progress" more than doubling sales to £4.5m (£2.2m). This performance has been largely attributed to the introduction of new products,

particularly the air freshener, Stick Up, which was the most successful of the recent introductions. Airwick and Blue Guard have also made "good progress".

The Ciba group worldwide have returned figures in a similar pattern to the UK operation, with an 11 per cent rise in sales, to SFr9,891m, but a poor margins performance—net profit up only SFr4.2m to SFr127m. ■

Consumer spending slump re-iterated

The slump in consumer spending predicted by the Economist Intelligence Unit in October 1979 (*C&D*, October 27, p685), has not been drastically revised in the light of the budget changes and the announced plans for public spending.

In the latest issue of *Retail Business* the EIU say their major revision has been that they now expect lower growth between now and 1982, than previously.

The anticipated slowdown in consumer spending for the first quarter of 1980 has not in fact occurred. Quite buoyant sales will now lift the figures for 1980 as a whole but the expected drop in spending for the rest of this year, and next year, will be revealed in the 1981 figures.

In total, spending is expected to rise by 0.5 per cent in 1980, with a similar fall for 1981—1979 saw a rise of 4.1 per cent. Between 1979 and 1985 the overall average growth per annum is put at 1.7 per cent and that for "other goods", which includes chemists goods, at 1.6 per cent ■

Briefly

■ **Nurding & Peacock Ltd** have introduced a Share Participation Scheme for their staff. They say over 1,200 members will benefit.

■ **Abbott Laboratories**, US, have increased second half earnings by 19 per cent, to \$98.4m, and sales by 18 per cent, to \$939.8m, with second quarter results maintaining the good progress seen in the first segment.

■ **Philip Harris (Holdings) Ltd**, parent of Philip Harris (Medical) Ltd, have reported a drop in pre-tax profit to £410,647 (£1.15m) on a turnover of £11.9m (£13.8m). The Board maintains that there are grounds for optimism.

■ **Sandoz Ltd**, Basle; the parent company of Sandoz Products Ltd have reported improved sales—up 9.9 per cent to SwFr 2.5bn. The pharmaceuticals division increased sales by 7.5 per cent. Overall earnings are said to be satisfactory.



Mr Irwin, Richardson Merrell

APPOINTMENTS

■ **Radiol Chemicals Ltd:** Mr Gordon Squires is appointed representative for the southern counties in England.

■ **Wyeth Europa Ltd:** Mr P. A. Crowe, previously finance director of John Wyeth and Brother Ltd, has been appointed vice-president operations and finance and has joined the board.

■ **UG Closures and Plastics Ltd** have appointed Mr Don Greaves as senior executive responsible for seeking out new products for development, particularly from other European countries. Mr David Ratcliffe has been appointed to the new post of regional sales manager for the plastic products group.

■ **Richardson Merrell Ltd:** Mr T. R. Irwin, MPS, has been appointed managing director of the Merrell Division. Mr Irwin was previously deputy managing director of Merrell and is also a director of the parent company. He has been with Merrell since 1969 "following broadly based experience in the pharmaceutical industry".

■ **Office of Fair Trading:** Mr Clive Newton is appointed director of the consumer affairs division, with the rank of Under Secretary. Mr Newton, a barrister and certified accountant, was assistant director of the OFT's consumer credit division from 1974 to 1978. He then joined the Department of Industry's regional policy and development grants division.

■ **Boots Company Ltd** have appointed the following directors of subsidiary companies: *Boots the Chemists* Mr C. C. Biggar, Mr J. Joffe, MPS, Mr J. A. Prescott, MPS, Mr R. D. Wroughton, FPS, Mr J. D. Wykes, MPS. *Timothy Whites* Mr J. W. Berry. *Boots Pure Drug Co* Mr S. Pierce, Mr T. S. Simpson. *Boots International* Mr E. C. Bosworth, Dr Barbara Marsh.

Interest in menthol

London, July 15: After a considerable lull, interest in Chinese peppermint oil and menthol was resumed during the past week. However, if the pattern of recent months repeats itself, that interest will be shortlived.

Although spot values of menthol were unchanged by the extra business the forward position was firmer. Brazilian was weaker, the gap between the two sources being now only 20p/kg in the cif position and 5p for spot.

The already quiet conditions existing in all sectors of the market is expected to be made even worse as the holiday season gets under way. Trade in most of the European markets is normally badly affected in July and August, particularly that with France.

Petitgrain oil was up by 25p/kg, business being done at £8.75 making it £1.75 higher than three weeks ago. Most Spanish oils are dearer but those from the Far East show an easier trend. Dearer in botanicals were copaiba, balsam, cascara, cherry bark, gentian root, hydrastis, kola nuts, sarsaparilla and senega. Canada balsam and liquorice root were lower.

Ammonium bicarbonate is dearer by between £14 and £15 per metric ton.

Pharmaceutical chemicals

Acetic acid: 4-ton lots, per metric ton delivered—glacial BPC £399; 99.5 per cent £382; 80 per cent grade pure £344, technical £323.
Ammonium acetate: BPC 1949 crystals £0.7378/kg in 50-kg lots; strong solution BPC 1953 £0.243/kg in 250-kg lots.
Ammonium bicarbonate: BPC £223.59 metric ton, ex-works, in 50-kg bags.
Ammonium chloride: Pure in 50-kg lots £0.2344/kg for powder.
Ammonium tartrate: Commercial £2.95/kg in 50-kg lots.
Citric acid: BP per metric ton single deliveries, granular monohydrate £927; anhydrous £978 (powdered £20 premium per 1,000 kg). Five-ton contracts £922 and £973 respectively for granular.
Formic acid: per metric ton delivered in 4-ton lots, 98 per cent £400; 85 per cent £334.
Hydrophosphorous acid: (Per metric ton in 50-kg lots), Pure 50% £454.75; BPC (30%) £326.71.
Lactic acid: BP 88/90% £175/kg in 70-kg drum.
Ovalic acid: Recrystallised £1.39/kg for 50-kg lots.
Salicylic acid: 5-ton lot £1.61/kg; 1 ton £1.63.
Sodium benzoate: £0.70/kg in 500-kg lots.
Tartaric acid: £1.795 per metric ton.

Crude drugs

Agar: Spanish/Portuguese £8.05/kg.
Aloes: Cane £1,100/ton spot; £1,090, cif, Curacao; £2,210, cif, no spot.
Balsams (kg) Canada: Easier at £12.40 on the spot, shipment, £12.25, cif. **Cocaiha:** £3.40 spot, £3.30, cif. **Peru:** £9.95 spot; £9.85, cif. **Tolu:** £6.15.
Belladonna: (kg cif) herb £1.99½; leaves £2.24; root, £2.240 cif, no spot.
Renzoin: £204 cwt cif.
Camphor: Natural powder £10.25/kg, spot; £7.95/kg, cif. Synthetic 96% £1.28 spot; £1.25, cif.
Cardamom: Allennv green No. 2 £5.75/kg, cif.
Cascara: £1,545 metric ton spot; £1,515, cif.
Cherry bark: Spot £1,545/£1,515 metric ton; shipment cif.
Cinnamon: Sevehelles bark £480 metric ton spot; £425, cif. Ceylon quills 4 o's £0.86½/b, featherings £0.18½/b both, cif.
Cloves: Madagascar £4,150 metric ton spot, £3,750 cif.
Cochineal: Tenerife black brilliant £25/kg, spot and cif. Peru silver grey no spot; £24.65, cif.
Dandelion: Spot £2,060 metric ton spot; £1,980, cif.
Gentian root: £2,280 metric ton spot; £2,250, cif.

Jalap: Unquoted.

Ginger: Cochin £350 metric ton spot shipment, £300, cif. Other sources not quoted.
Henbane: Niger £1,410 metric ton spot; £1,400, cif.
Honey: (per metric ton in 6-cwt drums ex warehouse). Australian light and medium ambers £670-£700; Canadian £775; Mexican £675; Argentinian (white) £725.
Hydrastis: Spot £29.30; £28.95, cif.
Ipecacuanha: Matto Grosso no offers; Costa Rican £18.85/kg spot; nominal; no cif.
Kola nuts: £455 metric ton spot; £430, cif.
Lanolin: BP grade £1/kg in 1 metric ton lots.
Lemon peel: Unavailable.
Liquorice root: Root, no spot; £510, cif. nominal Block juice £1,400 metric ton spot; Spray-dried £1,550.
Lobelia: American nominal, European £1,600 metric ton, cif, nominal.
Lycopodium: £4.80/kg spot; no cif.
Mace: Grenada unsorted \$2,750 metric ton, FOB whole \$3,000.
Menthol: (kg) Brazilian £4.90 spot; £4.60, cif. Chinese £4.85 spot; £4.40, cif.
Nutmeg: (per metric ton FOB) Grenada 80's \$2,950 sound unsorted \$2,650 110's \$2,750, bwb defectives \$1,750.
Pepper: (metric ton) Sarawak black £850 spot, \$1,625, cif; white £1,200 spot; \$2,250, cif.
Pimento: Jamaican £1,120 metric ton spot; £1,085.
Podophyllum: Root Chinese £580 metric ton spot; £545, cif.
Quillaia: No spot; metric ton; £775, cif.
Rhubarb: Chinese rounds 60 per cent pinky £3.30/kg spot; £3, cif.
Saffron: Mancha about £650/kg nominal spot.
Sarsaparilla: Jamaican £2,655 metric ton spot; £2,625, cif.
Seeds: (metric ton, cif). **Anise:** China £850 for shipment. **Celery:** Indian £360. **Coriander:** Moroccan £180. **Cumin:** Indian £675. **Fennel:** Indian £415. **Fenugreek:** Moroccan £260; Indian £270.
Senega: Canadian £9.95/kg spot; £9.40, cif.
Witchhazel leaves: £2.75/kg spot; £2.70, cif liquid £0.50/kg.

Essential oils

Anise: (kg) Spot £12.75; shipment £12.50, cif.
Bay: West Indian £10/kg spot; £9.80, cif.
Cade: Spanish £1.90/kg spot.
Cananga: Indonesia £14/kg spot; £13.70, cif.
Cinnamon: Ceylon leaf £2.35/kg spot; £2.30, cif, bark: English-distilled, £155.
Citronella: Ceylon £3.50/kg spot; £3.35, cif. Chinese £3.70 spot; £3.65, cif.
Fennel: Spanish sweet £8.80/kg spot nominal.
Lemongrass: Cochin £4.15 spot; £3.85, cif.
Nutmeg: East Indian £8.75/kg spot; £8.10, cif; English distilled £16.
Origanum: Spanish 70 per cent £18.10/kg.
Palmarosa: £12.50/kg spot; £12, cif.
Pennyroyal: From £9 per kg spot.
Petitgrain: Paraguay £8.75/kg spot and cif.
Rosemary: Moroccan £6.80/kg spot; Spanish £9.50.
Spearmint: Chinese £7.50 spot; £7, cif.
American: £13 spot.
Thyme: Red £45.50/£19/kg spot; nominal.
Vetiver: Java £13/kg spot; £12.50, cif.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press.

COMING EVENTS

Advance Information

Photokina '80 World's Fair of Photography, Cologne, West Germany, September 12-18.
Security 80, International Security Exhibition, Essen, West Germany, September 15-19.
Product Liability in the 80s, Department of Industrial Economics, University of Nottingham, on September 19. One-day conference led by Mr Grenville Janner, QC, MP. Topics will include current product liability law, proposed changes, insuring against liability, practical implications and product liability overseas. Inquiries to R. V. Arnfield, director, industrial and business liaison office, University of Nottingham, University Park, Nottingham NG7 2RD.
Seminar on pre-market safety testing and product liability in the cosmetics and pharmaceutical industries, Excelsior Hotel, Heathrow Airport, Bath Road, West Drayton, Middlesex, on September 23. Topics will include defective and pharmaceuticals—avoiding liability, the Consumer Safety Act, products regulations and the new EEC proposals, law and legislation relating to animal experiments. Details from conference organiser, Microinfo Ltd, PO Box 3, Alton, Hampshire GU34 2PG.

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